

# Torrance Herald



NINTH YEAR

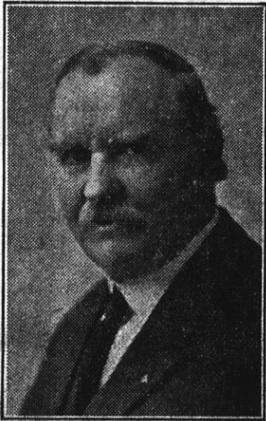
Torrance, California, Sept. 8, 1922

NO. 36

## GIVES CREDIT TO PAPERS FOR ELECTION

Newspaper Editors Give Friend Richardson Banquet

"The support given me by the newspapers of California and the fact that we confined the issue to 'economy' are the two dominant features that brought about my nomination. It was their support which upset the calculations of the shrewdest political wisecracks, and it is upon their support that I expect, confidently, to be elected."



"Governor" Friend W. Richardson

This tribute to the influence of the press was paid Tuesday night by Friend W. Richardson, successful contender for the Republican nomination for Governor, at a dinner given in his honor by members of the Southern California Editorial Association at the City Club.

He told the inside secrets of his campaign to the men of the press, there being present more than 100 editors of papers from as far north as Ventura and south to San Diego. He said in part:

"Most candidates lose votes by making speeches. That's why I avoided talking as much as possible to crowds.

"I believe my campaign was a unique one, inasmuch as personalities were avoided and I stuck to just one issue—economy in state government. It is my purpose to continue to confine myself to that issue the remainder of the campaign.

"The victory is due to the newspapers—big papers and little papers. In addition to the newspapers, I had an issue. The combination proved unbeatable. We have smashed the machine and there is nothing further to worry about from that source."

## Former Michigan Residents to Picnic

The Michigan Association of Southern California calls on all who have ever lived in that State to meet for the great picnic reunion, all day, Saturday, Sept. 16th, 1922, in Sycamore Grove Park, Los Angeles.

Come as early as you can and spend the day with friends. We will have county registers and headquarters so you can find the old neighbors, even with ten thousand present. There will be a brief program opening about two o'clock.

We want to see all former residents so as to make this the greatest picnic in our history. Bring your basket well filled and share with friends. Coffee will be served free to all who buy the souvenir badges. Tables can be reserved for college, county, or town reunions. Each one who learns of this picnic is asked to pass the word along.

### WORD OF THANKS.

I wish to thank all who were so kind and considerate, and also for floral offerings, during the illness and death of my husband.

MRS. O. P. STONE.

### CULVERT FOR "DRY RIVER"

Plans are ready for a culvert to be placed over the "dry river" at the intersection of Narbonne avenue and Weston street. Work on the change will begin immediately after the curb has been set back in front of the Renn block.

## Movement To Install An Oil Refinery Here

Would Be Ideal Location, With Sante Fe Going Through

So great is the activity in oil property and real estate in the vicinity of Torrance, that even residents of this city are unable to keep in touch with the daily sales, leases and general trading and selling of property in this vicinity.

With a conservatism that is unusual in these times of oil excitement, and the immense amounts that are hourly being invested in real estate in all sections of Southern California, the local business and real estate firms are saying very little about the local transactions or the plans, that are underway for the upbuilding of Torrance.

Unknown to many in Torrance, there is a movement on foot for the establishment in this vicinity of an oil refinery.

Torrance is endeavoring to base additional prosperity on the oil industry. Its nearness to Huntington Beach, and the close position of Signal Hill and Santa Fe Springs gives it a big leverage in petroleum industries. It is also within reach of the Whittier, Montebello, Richfield and Brea fields, and the idea is that the oil business should be centered in Torrance.

The fact that present over-production of petroleum, with the lack of storage facilities, is forcing the oil world to curtail its activities has actuated Torrance to try and seize the opportunity to obviate such conditions in the future by installing a refinery and building storage facilities.

The manufacture of gasoline leaves a huge by-product residue, which must be provided for or the production of oil will not be profitable, kerosene, fuel oil, asphalt and other by-products, are left in huge quantities after the gasoline is extracted from petroleum. It is this residue which must be taken care of.

There is a good market for gasoline at all times, but the kerosene and fuel oil must be stored for a time before a market can be found for it. This takes up all the storage capacity which is needed for the crude petroleum.

Torrance hopes to get such a refinery built and center the oil industry within its borders. It has a fine handle to work with in view of the fact that every one of the big companies, Standard, Shell, Union, General, Santa Fe, etc., are now actively developing the Torrance field.

As an indication of the prosperity of this community, and of the fact that its land is increasing in value by leaps and bounds, the following transactions, a few of many that have taken place here recently and that are a matter of record, are cited.

R. J. Deininger purchased on one acre of land here in 1921 for \$1350. This year he leased this property to a huge oil company for \$1750 and a royalty, thus giving him a profit of 125% and continued possession of the land.

A lot 148x150 feet, purchased for \$1050, was recently leased to an oil company for \$1053 and a one-sixth royalty and the owner still holds the land.

An old soldier purchased a lot in Torrance on which he paid \$120, and a few months after sold his equity for \$370.

Oscar Voorhels last fall purchased a one-half acre for \$850, and recently refused \$3300 for the property.

A striking instance of quick profit was the sale of a half acre in Torrance for \$880 that three weeks later sold for \$1850.

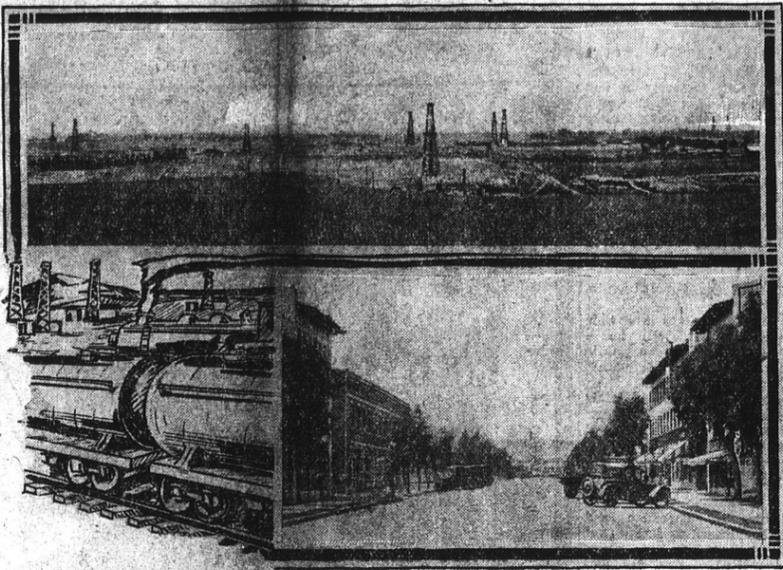
In the past six days the Dominguez Land Company of Torrance is said to have sold more than \$40,000 worth of land within the city limits, exclusive of the score or more of sales in the Hammerton Subdivision.

## Altar Society Will Award Season Prizes

The ladies of the Altar Society will hold the final 500 party of their series of six games, on Wednesday evening, September 13, at Catholic Hall.

Six prizes will be awarded, with two grand prizes, one for the gent and one for the lady, having the highest score of the series.

Admission will be 35c and delicious refreshments will be served free.



VIEW OF TORRANCE OIL FIELDS LOOKING WEST  
—Above is a photograph recently taken showing the marked development of the Torrance oil section. In this vicinity new derricks are being erected rapidly and several wells are ready to be "brought in." The photograph below is a business street scene in Torrance.

## LOCAL BOARD OF TRADE IS FORMED

Retail Merchants Will Organize Protective Association

Due largely to the lucid manner in which the subject was presented last Thursday night by Carl Bush, secretary of the Hollywood Chamber of Commerce, a retail merchants' association will be organized in Torrance that will do much to keep "Torrance money in Torrance" and educate the residents of this city that the apparent saving made by trading in the larger cities is a fallacy.

The meeting was attended by all of the prominent merchants in this city and the attention given the speaker and the applause that followed his address was evidence that his plan of proper merchandising was thoroughly appreciated.

Beginning his address by comparing the days of the "storekeeper" with the present-day "merchant," Mr. Bush made it plain that selling goods in any line in a retail way was more in the nature of a public service rather than an individual calling, and that by proper co-operation among the merchants themselves and an educational campaign carried on by the chamber of commerce, thousands of dollars that now are spent by Torrance residents in the larger surrounding cities, would remain at home.

Adhering strictly to the truth in advertising their goods, was one of the essentials to success in any retail line, was a strong point brought out by Mr. Bush, who also dwelt at some length on the necessity of thorough co-operation between merchants and the chamber of commerce, as well as between the merchants of the association. By this means the merchants can inform the secretary of the chamber of the arrival of new residents who may be later solicited for membership in the chamber. On the other hand the assistance rendered the merchants by the chamber will enable the latter to keep in touch with the newcomers and serve their needs.

It was pointed out that while the retail merchants' profits were small, their proximity to the great wholesale markets made it possible to renew their stocks at frequent intervals, and to serve the needs of their customers as promptly as could the larger stores of the big cities.

Attention to the fact that a place like Torrance was ideal for trading purposes due to the lack of congestion in the streets, was stressed by the speaker, who desired a test made, if possible, by the women of this city of his theory that in the long run they would save money by trading in their home town, rather than follow the will-o-the-wisp of "cut-rates" in the big cities.

At the close of the meeting, Secretary Pottenger appointed a committee of three, consisting of Sam Rappaport, H. Reeves, and J. H. Fess, to draft by-laws and report a week later.

The following business men of the city attended the meeting and will form the nucleus of the Retail Merchants Association of Torrance:

J. Isenstein, H. E. Paige, F. L. Parks, S. Rappaport, H. Dolley, W. A. Close, J. C. McVey, C. A. Paxman, Sam Rappaport, Chas. Elman, E. A. Jones, F. D. Murray, D. Hoffman, Mrs. Coker, Ben Rappaport, Geo. Peckham, M. W. Smith, H. Reeves, and D. C. Turner.

## Lomita Stage Line Sold September 1

By J. A. SMITH  
To my friends, neighbors, and patrons of the Redondo-San Pedro Stage Line, I congratulate you on the new operators of the line, who took charge September 1.

They are real "stage men," have had years of experience in the business, and you will find that they are progressive, and will give you the very best service that is possible, on the patronage that you give them. They realize that they are partners with you in this business, and the better service they can render the better business they will have. They have an open ear for any suggestions for betterment that the patronage will justify, and are more anxious than you to see this Stage Line operating on a fifteen minute basis.

I want to thank you one and all for the patronage that you have given us.

## Good Fight Program On For Tonight

The sports committee of the American Legion Post No. 170, consisting of George A. Proctor, W. H. Gilbert, and E. H. Nash, promise the "fans" an interesting evening in more ways than one, tonight, when their weekly boxing and wrestling contest takes place.

Kid Mende, Kid Llewellyn, Young Aleck, James Scott, Ed Reiber, Kid Starr, and Kid Noble, who are all hometown boys, and Battling Patino of Watts, are the evening's favorites of the Torrance fans. They are all in the very pink of condition and anxious to get on the mat or slip on the attraction to the evening's entertainment, and one that promises to keep the crowd amused is the presence by the ringside of the committee's latest find—Comedian Ferris of El Segundo, who last week made such a hit with his repartee and amusing remarks to the officials, boxers and spectators that by unanimous consent he was especially invited to be present again tonight. The entire program has been arranged with the greatest care, and the evening promises to be full of surprises as all the contestants are evenly matched, with the exception of Comedian Ferris, who is in a class by himself.

## Long Beach to Stage Mardi Gras

During the first week in October a genuine Mardi Gras is to be given in Long Beach, consisting of a mammoth parade, confetti battle, crowning of the Mardi Gras queen, and a ball, that will occupy the time and attention of the residents and visitors in the beach city for a full seven days.

Handsome prizes are being offered for the handsomest floats, and Secretary Pottenger of the Torrance chamber of commerce, has under advisement a float that will be a credit to the industrial city. On the Silver Spray pier there will be booths, arranged along the lines of those at our local fair, and in one of these will be an attractive display of the resources of this section, and the motion picture of the industries of this city.

## Lomita Grocery Sold Yesterday

A. J. B. Davis has sold the Urma Grocery, in the Schmidt block, to J. E. Floyd of Los Angeles.

The store will be under the management of Mr. Davis' brother, Clayborn Davis, of Los Angeles.

## ORDER CHANGE IN ROUTING CITY'S MAIL

Mail for the Beach Towns Now Goes Direct

Prior to July 1, when a resident in Torrance mailed a letter in the local postoffice, addressed to a friend in Redondo, Venice, Ocean Park, or even Harbor City or Lomita, the missive was taken by the postal authorities to Los Angeles, and there redistributed and sent to its destination. In other words every letter that left Torrance, no matter where destined, had first to go to Los Angeles.

Now, according to Postmaster Gourdir, this is all changed and at the same time simplified, by a new schedule that went into effect July 1. If you write letters and particularly if your correspondents live in any of the town or cities along the coast in Los Angeles county, cut this schedule out and paste it in your hat for future reference.

Mail leaving Torrance at 7:30 a. m. and arriving in Los Angeles at 8:20, connects with all Southern California points and all points east, south and northwest, over various mail routes out of the latter city.

Mail leaving here at 1:04 p. m., arriving in Los Angeles at 2:01, connects with all Southern California, eastern and northwestern states via Los Angeles & Salt Lake railroad.

Both of the above mails connect at Gardena with the Redondo Beach Pacific Electric trains and are taken by railway mail cars and distributed to north coast beach towns in Los Angeles county.

The mail train leaving Torrance at 1:39 p. m. and arriving at Los Angeles at 3:30 connects with all Northern California, northwestern states and all eastern and southern states via railway mail routes out of Los Angeles.

The mail leaving here at 5:09 p. m. and arriving in Los Angeles at 7:15, connects with all of Southern California, northwestern, eastern and southern states.

The two last trains mentioned also connect at Gardena with the Pacific Electric car bringing to Torrance mail from the north-coast beach towns in Los Angeles county. This schedule supercedes the old system that required all mails destined for the beach or harbor towns to go first to the main office in Los Angeles.

## Eight Inch Paving For Redondo Blvd.

Work begins within the next ten days on paving a mile-long strip of Redondo Boulevard, east from the Graham Brothers gravel pits.

The new paving will be laid of 8-inch reinforced concrete.

## Feature Tells How Congress Is Managed

We wish to call the attention of our readers to two features of this week's paper that appear on page eight.

While wholly dissimilar, each is worthy the attention of our readers. While one is unusually instructive, the other is absorbingly interesting—an ideal combination for a real home paper, such as we try to publish.

One of the features, the data for which was gathered by Washington writers of many years' experience in public affairs and the conduct of the legislative branch of the government, is called "Looking In On Congress From the House Gallery."

Aside from its interest to those who are not familiar with the workings of the greatest legislative body in the world, it is suggested that these articles be studied by school children who are taking a course in civil government. By cutting out this feature as it appears each week and pasting it in a scrap book, the reader will soon have an authoritative book of reference for any matter pertaining to governmental legislation.

The other feature to which we refer is a column of "honest-to-goodness" detective stories, taken from life, and gathered by skilled writers from all parts of the world and from the memoirs and diaries of the world's greatest slouths.

We predict that the readers of this paper will thoroughly enjoy both the features mentioned and are pleased to be able to give our subscribers two such worthy features.

## Royal Neighbors Class Adoption

The Royal Neighbors held a class adoption of nine, Wednesday evening at the Legion Hall.

E. S. Hamel, State Deputy, of Los Angeles, was present at the ceremonies as was also F. F. Brown. Mrs. McKinley, who just recently returned from Los Angeles, was welcomed into the lodge, again.

The 1922 new rituals were exemplified and the officers proved to be very proficient in the work. About 45 neighbors were present. Light refreshments of wafers and punch was served by Neighbors Guyan, Miller and Tortullette. Games were then prepared for the new initiated candidates, and a very enjoyable evening was spent by all.

The next meeting will be held September 20, and every neighbor and officer is urged to be present.

Mr. and Mrs. Earl Elsworth of Los Angeles, were guests of Mr. and Mrs. Allen Wednesday evening.